



Instructions for Partnering with ENERGY STAR[®] as a Retail/E-tail Partner

Organizations interested in partnering with ENERGY STAR as a Retail Partner should take the following steps:

1. Review the Retail Program Definition and Program Requirements documents.
2. Select the area of interest for a new partnership on the Commitment Form. Please ONLY refer to Section 5 under Retailers/E-tailers and Buying Groups. Please also select which products you currently sell and promote. A list of products is located on the right column of the Commitment Form.
3. Review, complete and sign the Partnership Agreement.
4. Return the Partnership Agreement **and** Commitment Form to ENERGY STAR at:

PARTNERSHIP@ENERGYSTAR.GOV
c/o D&R International
1300 Spring Street, Suite 500
Silver Spring, MD 20910

ENERGY STAR will accept hard or electronic copies of the Partnership Agreement and Commitment Form.

A copy of the signed Partnership Agreement will be returned to you for your records.

CHANGE FOR THE BETTER WITH ENERGY STAR

Program Definitions and Eligible Organizations

Section 1. Energy Efficiency Program Sponsors

Eligible organizations: A regulated utility, publicly owned utility, or energy delivery company; a national, regional, state, or local government entity; an organization involved in coordinating and/or administering energy efficiency or environmental education programs that promote ENERGY STAR. See Program Requirements for Energy Efficiency Program Sponsors for the Commercial & Industrial Sectors and/or the Program Requirements for Energy Efficiency Program Sponsors (residential sector).

Section 2. Commercial and Industrial Service and Product Providers

Eligible organizations: An organization that offers energy-efficient products and/or services that agrees to promote and communicate ENERGY STAR to improve the energy performance of commercial buildings. Eligible organizations include: architects, and A/E firms, banks and commercial financial lenders, contractors, distributors, energy management service companies/consultants, energy service companies (ESCOs), engineers, equipment manufacturers, and unregulated energy retailers and marketers. See the ENERGY STAR Partnership Partner Requirements for Commercial & Industrial Service and Product Providers.

Section 3. Financing Partners

Eligible organizations for Mortgages for Energy-Efficient Homes: A mortgage lender offering special financing for ENERGY STAR qualified new homes. See Program Requirements for Lenders, Mortgages for Energy Efficient Homes.

Eligible organizations for Financing Partners for Energy-Efficient Products: A private lender or sponsor, such as manufacturer, utility, or retailer, who is interested in providing energy efficiency financing to their customers. See Program Requirements

Section 4. Home Builders/Developers and Home Energy Raters

Eligible organizations: A site-built home builder constructing traditional homes on site; a manufactured home builder providing factory-built, HUD code-based homes; a home energy rater verifying the performance of ENERGY STAR qualified new homes. See the ENERGY STAR Partnership Agreement for Home Builders and Verification Organizations.

Section 5. Retailers/E-tailers and Buying Groups

Eligible organizations for Retailers/E-tailers: A retail organization selling, marketing, and promoting ENERGY STAR qualified products. Retail organizations can include independent retailers, national chains, buying groups, and online merchants. See Program Requirements for Retailers/E-tailers.

Eligible organizations for Buying Groups: A retail organization selling ENERGY STAR qualified products. See Program Requirements for Buying Groups.

Section 6. Business Improvement

Eligible organizations: Any public or private organization can partner to improve its facilities by committing to continuous improvement of its energy efficiency. For Program Requirements see the Partnership Letter in the Business Improvement section of www.energystar.gov.

Section 7: Manufacturers

Eligible Organizations: A company that manufactures or private labels any product(s) that meets the current ENERGY STAR qualification criteria.



ENERGY STAR® Program Requirements for Retail/E-tail Partners Partner Commitments

Eligible Organizations:

Any retail organization selling ENERGY STAR qualified products, including but not limited to appliances, consumer electronics, heating and cooling equipment, windows, lighting, and/or office equipment.

Commitment

The following are the terms of the ENERGY STAR Partnership Agreement as it pertains to retail organizations. The ENERGY STAR PARTNER must adhere to the following program requirements:

- develop and submit, within two months of agreement activation, a program plan for utilizing the ENERGY STAR marks in promoting, advertising, or providing financial incentives for the sale of ENERGY STAR qualified product(s). Once the PARTNER submits its program plan, the PARTNER company name will be listed as an ENERGY STAR PARTNER;
- comply with current ENERGY STAR Identity Guidelines, describing how the ENERGY STAR marks and name must be used. PARTNER is responsible for adhering to these guidelines and for ensuring that its authorized representatives, such as advertising agencies, dealers, and distributors, are also in compliance;
- submit all marketing materials and template designs developed for PARTNER's ENERGY STAR promotions to EPA/DOE for review to ensure accuracy of ENERGY STAR logo use and consistency of the ENERGY STAR message. PARTNER will allow a minimum of five full working days for EPA/DOE to review and approve marketing templates;
- promote all ENERGY STAR product lines carried by PARTNER. PARTNER agrees that it will make its best effort to label all qualifying products with the ENERGY STAR mark when not already labeled by manufacturers;
- feature the ENERGY STAR mark(s) on PARTNER web site and in other promotional materials. If information concerning ENERGY STAR is provided on the PARTNER web site, EPA/DOE may provide links where appropriate to the PARTNER web site;
- for retailers of clothes washers, dishwashers, room air conditioners, and/or refrigerators, provide to DOE, on a quarterly basis, sales data or other market indicators to assist in determining the effects of the program in promoting high efficiency products. The data will be used by DOE only for program evaluation purposes and will be closely controlled. If requested under the Freedom of Information Act (FOIA), DOE will argue that the data is exempt. Any information used will be masked by DOE so as to protect the confidentiality of the PARTNER. Data should be submitted in electronic format for each store as follows:
 - type of product purchased (i.e., clothes washer, dishwasher, room air conditioner, or refrigerator)
 - total inventory in units (both ENERGY STAR and conventional models) for that type of product
 - number of ENERGY STAR qualified units sold with the manufacturer model numbers (or PARTNER SKU if provide an electronic key)
 - store location
 - date of sale;
- periodically monitor point-of-purchase and web site promotional displays to ensure the accurate labeling of qualified products in retail stores and on the PARTNER web site, and cooperate with ENERGY STAR Regional Energy Efficiency Sponsors in their efforts to monitor accurate use of ENERGY STAR name and marks;

- train sales staff and customer service representatives on the ENERGY STAR program. This training shall include: a) identification of ENERGY STAR qualified products within the store, and on the PARTNER web site b) tips for selling ENERGY STAR qualified products, and c) tips for answering questions about the ENERGY STAR program;
- provide to EPA/DOE and update on a regular basis the following two lists in electronic format: 1) a current list, by manufacturer model number, of all ENERGY STAR qualified products sold by PARTNER (including models on the floor as well as other models that are sold but not floored), and 2) a current list of stores for upload onto the ENERGY STAR web site (applicable to retailers only).
- notify EPA/DOE of a change in the designated responsible party or contacts within 30 days.

Performance for Special Distinction

In order to receive additional recognition and/or support from EPA/DOE for its efforts within the Partnership, the ENERGY STAR PARTNER may consider the following voluntary measures and should keep EP/DOE informed on the progress of these efforts:

- provide quarterly, written updates to EPA/DOE as to the efforts undertaken by PARTNER to increase availability of ENERGY STAR qualified products, and to promote awareness of ENERGY STAR and its message;
- consider energy efficiency improvements in company facilities and pursue benchmarking buildings through the ENERGY STAR Buildings program;
- purchase ENERGY STAR qualified products. Revise the company purchasing or procurement specifications to include ENERGY STAR. Provide procurement officials' contact information to EPA/DOE for periodic updates and coordination. Circulate general ENERGY STAR qualified product information to employees for use when purchasing products for their homes;
- provide information on PARTNER web site for federal and other institutional purchasers;
- bundle ENERGY STAR qualified products in sales displays and promotional materials (e.g., ENERGY STAR for the Home Office and ENERGY STAR for the Kitchen).



ENERGY STAR® Commitment Form:
Program Area(s) Where ENERGY STAR Partner
Commits to Fulfill Program Requirements

Partner Name: _____
Date: _____

Partner agrees to fulfill the Program Requirements of each program area checked below.

Promote ENERGY STAR as an Energy Efficiency Program Sponsor* in the:

- ☐ Consumer Product Market
- ☐ Residential New Construction Market
- ☐ Existing Commercial Buildings Market
- ☐ New Commercial Buildings Market
- ☐ Industrial Market

** Such as states, utilities, or regional program coordinators*

Help Clients Improve Their Energy Performance

Commercial and Industrial Service and Product Providers, supporting the:

- ☐ Existing Commercial Buildings Market
- ☐ New Commercial Buildings Market
- ☐ Industrial Market

Offer Consumer Financing

- ☐ Financing for Energy-Efficient Products
- ☐ Mortgages for Energy-Efficient Homes

Label and Promote ENERGY STAR Qualified Homes

Home Builders/Developers
Home Energy Raters

**Please refer to the ENERGY STAR Partnership Agreement for Home Builders and Verification Organizations.*

Promote ENERGY STAR Qualified Products

- ☐ Retailers/E-tailers
- ☐ Buying Groups

☐ **Through our partnership with ENERGY STAR, we also commit to improve the energy performance of our own facilities.**

Label and Promote ENERGY STAR Qualified Products

Appliances

- ☐ Clothes Washers
- ☐ Compact Refrigerators
- ☐ Dishwashers
- ☐ Refrigerators and/or Freezers
- ☐ Room Air Conditioners

Commercial Food Service Equipment

- ☐ Commercial Fryers
- ☐ Commercial Hot Food Holding Cabinets
- ☐ Commercial Solid Door Refrigerators/Freezers
- ☐ Commercial Steamers

Home Electronics

- ☐ Audio Equipment and DVD Products
- ☐ Telephony
- ☐ Televisions and VCRs

Heating, Ventilation, and AC Products

- ☐ Boilers
- ☐ Central ACs and Air-Source Heat Pumps
- ☐ Furnaces
- ☐ Geothermal Heat Pumps
- ☐ Light Commercial HVAC
- ☐ Programmable Thermostats
- ☐ Residential Ceiling Fans
- ☐ Residential Ventilating Fans

Home and Building Envelope Products

- ☐ Residential Insulation Products
- ☐ Roof Products
- ☐ Windows, Doors and Skylights
- ☐ Window Components

Lighting Products

- ☐ Exit Signs
- ☐ Residential Light Fixtures
- ☐ Screw-Based Compact Fluorescent Lamps (CFL)

Office Equipment

- ☐ Computers
- ☐ Copiers
- ☐ Fax Machines, Printers, and Mailing Machines
- ☐ Monitors
- ☐ Multifunction Devices (All-In-One Devices)
- ☐ Scanners

Other Products

- ☐ Battery Charging Systems (BCSs)
- ☐ External Power Supplies (EPSS)
- ☐ End-Use Products with Qualified EPSS
- ☐ Refrigerated Beverage Vending Machines
- ☐ Residential Dehumidifiers
- ☐ Room Air Cleaners
- ☐ Traffic Signals
- ☐ Transformers
- ☐ Water Coolers

Partner Name: _____
Date: _____

Please provide contact information for each program area selected on page 1.

(Make extra copies of page 2 when joining multiple program areas.)

ENERGY STAR Program Area: _____

	Contact Name Title Company	Street Address City, State, Zip code Country	Phone Fax E-mail
Responsible Agent of Company:	_____ _____ _____	_____ _____ _____	_____ _____ _____
Primary Contact (if different):	_____ _____ _____	_____ _____ _____	_____ _____ _____
Additional Contact (marketing, etc.):	_____ _____ _____	_____ _____ _____	_____ _____ _____
Additional Contact (if appropriate):	_____ _____ _____	_____ _____ _____	_____ _____ _____

Please return to the attention of:
partnership@energystar.gov
ENERGY STAR
c/o D&R International
1300 Spring Street, Suite 500
Silver Spring, MD 20910
Fax: (301) 588-0854



Partnership Agreement between ENERGY STAR® and

_____,
(ENTER PARTNER NAME HERE)

an ENERGY STAR® Partner

Through this agreement, _____ ("ENERGY STAR Partner") joins in partnership with the US Environmental Protection Agency (EPA) and the Department of Energy (DOE) in one or more areas. ENERGY STAR Partner recognizes ENERGY STAR as a broad partnership designed to promote buildings, products, homes, and industrial facilities that use less energy while providing the same or better performance than conventional designs. ENERGY STAR Partner wishes to use the ENERGY STAR name and/or mark in association with qualified products or homes. ENERGY STAR Partner agrees to use the partnership and the ENERGY STAR mark to promote energy efficiency as an easy and desirable option for organizations and consumers to prevent pollution, protect the global environment, and save on energy bills. ENERGY STAR Partner agrees that it is important to build and maintain the meaning of the ENERGY STAR mark as a trustworthy symbol that makes it easy to make a change for the better.

Partner Commitments

ENERGY STAR Partner is committed to taking action in the area(s) indicated on the ENERGY STAR Commitment Form. For the designated program area(s), ENERGY STAR Partner agrees to fulfill all requirements as outlined in the following supporting documents:

- ENERGY STAR Program Requirements, defining requirements for being recognized as a partner in each program area, such as manufacturing, selling, or promoting ENERGY STAR qualified products to consumers or organizations. Specific requirements include identifying a responsible party for each area of participation and updating EPA/DOE on the efforts undertaken through the partnership. Where applicable, these include ENERGY STAR eligibility criteria defining the energy and other performance specifications that must be met for use of the ENERGY STAR mark on and/or in association with buildings, homes, and products; and
- ENERGY STAR Identity Guidelines, describing how the ENERGY STAR name and mark may be used. Partner will adhere to these guidelines and ensure that its authorized representatives, such as advertising agencies, dealers, and distributors, are also in compliance.

EPA/DOE will undertake a variety of efforts to build awareness of the ENERGY STAR name and mark, maintain the credibility of the ENERGY STAR name and mark, and promote the benefits of energy-efficient homes, buildings, products, services, and industrial facilities. EPA/DOE will strive to:

- increase awareness of the ENERGY STAR name and mark across the residential, commercial, and industrial sectors by distributing key messages on the benefits of ENERGY STAR qualified buildings, homes, and products;
- make current versions of the ENERGY STAR Identity Guidelines and ENERGY STAR Program Requirements easily accessible through the Internet and other means;
- maintain a Web site where ENERGY STAR Partner can furnish information on its program efforts and responsible key contacts as outlined in the ENERGY STAR Program Requirements; and
- provide ENERGY STAR Partner with public recognition through the Internet and other mechanisms for its efforts in the ENERGY STAR Partnership and its role in protecting the environment.

Disclaimers

Partner will not construe, claim, or imply that its participation in the ENERGY STAR program constitutes federal government approval, acceptance, or endorsement of anything other than Partner's commitment to the program. Partner understands its participation in the ENERGY STAR program does not constitute federal government endorsement of Partner or its buildings, homes, products, services, or industrial facilities. Partner understands that the activities it undertakes in connection with the ENERGY STAR program are voluntary and not intended to provide services to the federal government. As such, Partner will not submit a claim for compensation to any federal agency.

Dispute Resolution

Partner and EPA/DOE will assume good faith as a general principle for resolving conflicts under the ENERGY STAR program. Both parties will endeavor to resolve all matters informally, so as to preserve maximum public confidence in ENERGY STAR.

In the event informal channels do not produce a mutually agreeable resolution to a matter in dispute, either party to this agreement shall notify the other in writing as to the nature of the dispute, the specific corrective action sought, and their intent to terminate the Partnership Agreement, either as a whole or in part, unless specific corrective actions sought are undertaken:

- within 20 days of receiving formal notification from EPA/DOE indicating intent to terminate the Partnership Agreement, either as a whole or in part, Partner will reply, agreeing to either (1) undertake in a timely and effective manner the corrective actions sought by EPA/DOE, or (2) terminate the Partnership Agreement, either as a whole or in part;
- within 20 days of receiving formal notification from Partner indicating its intent to terminate the Partnership Agreement, either as a whole or in part, EPA/DOE will reply, either (1) agreeing to undertake in a timely and effective manner the corrective actions sought by Partner, or (2) explaining why such corrective actions cannot be undertaken;
- if Partner fails to respond within 20 days of receiving formal notification of EPA/DOE's intent to terminate the Partnership Agreement, either as a whole or in part, or if Partner responds but does not agree to undertake corrective actions sought by EPA/DOE, or if Partner agrees but does not initiate the corrective actions in a timely manner, then this agreement is terminated, either as a whole or in part.

Entry into Force and Duration of Agreement

Both parties concur that this agreement and the terms outlined in the supporting documents will become effective when signed by both parties. This agreement may be updated at any time to add new areas for which ENERGY STAR Partner wants to be recognized as a partner. Both parties concur that this agreement is wholly voluntary and may be terminated by *either party* at any time, and for any reason, with no penalty. Failure to comply with this Partnership Agreement, applicable Program Requirements, and Identity Guidelines can result in termination of this agreement and authorization to use the ENERGY STAR mark. EPA/DOE will actively pursue actions for resolving issues of noncompliance.

The undersigned hereby execute this Partnership Agreement on behalf of their party. The signatories of this agreement affirm that they have the authority to execute this agreement on behalf of ENERGY STAR Partner and EPA/DOE.

Partnership Agreement Signatory for ENERGY STAR:

Signature(s):			Date(s)	
Name(s):	David Rodgers, Program Manager	Kathleen Hogan, Director		
Title(s):	Office of Buildings Technology, U.S. Department of Energy	Climate Protection Partnerships Division, U.S. Environmental Protection Agency		

Partnership Agreement Signatory for _____ :

(ENTER PARTNER NAME HERE)

Signature:		Date:	
Name:			
Title:			
Address:			
City:			
State:		Zip:	
Country:			
Phone:			
Fax:			
E-mail:			
Web site:			